

Faculty of Business & Law

Job Description

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| Job Title: | Lecturer in Marketing and Events |
| Grade: | 5 |
| Job Family: | Teaching, Research and Scholarship |
| Work Base: | Cambridge/Chelmsford. Please note that the post-holder will be required to travel to other sites and overseas as necessary. |
| Hours of Work: | Full time, 1.0 FTE |
| Responsible to: | Head of School |
| Responsible for: | No direct line management responsibility |
| Relationships and Contacts: | Students Colleagues Professional and external bodies |
| Job Purpose: | To undertake teaching, research and other academic activities within our Faculty. |

Lecturing on the following aspects:

- Marketing and Management
- Entrepreneurship and Strategy
- Tourism and Events
- Project Management
- International Business
- Supply Chain Management
- Law
- Accounting and Finance

Principal Accountabilities:

1. Contribute to the research activities of the Faculty, including through the production of internationally recognised research outputs.

2. Contribute to teaching and related activities across a range of undergraduate and postgraduate courses, drawing on own area(s) of expertise.
3. Design and develop teaching material across a range of modules and courses in the subject(s), where appropriate, at both undergraduate and postgraduate/professional levels.
4. Act as academic tutor, providing advice, guidance, and support to students. Act as a module leader for modules with several groups, leading the module team and co-ordinating activities, resources and assessment.
5. Act as course leader where appropriate.
6. Contribute to planning and implementation of strategic areas such as student recruitment, marketing, quality assurance and student retention.
7. Work with colleagues to improve and enrich the experience of our students. Contribute to local plans in response to NSS outcomes.
8. Take a pro-active role in the recruitment and supervision of undergraduate and postgraduate students and undertake associated duties including preparation, marking and administration.
9. Contribute to curriculum development by identifying the need for review of current provision and designing and developing course proposals.
10. Work to achieve our vision and values in respect of widening participation, equality of opportunity, commitment to the health and safety of students and colleagues and the delivery of high-quality education provision.
11. Contribute to external income generation, including research, consultancy, and networking, and the identification and development of new market opportunities for the Department and the Faculty.
12. Comply with Data Protection Act 2018 and GDPR requirements in all working practices maintaining confidentiality, integrity, availability, accuracy, currency and security of information as appropriate. Take personal responsibility for all personal data within own working environment.
13. Such other duties temporarily or on a continuing basis, as may reasonably be required, commensurate with your grade.

This is a description of the job as it is presently constituted. It is normal practice to review periodically job descriptions to ensure that they are relevant to the job currently being performed, and to incorporate any changes which have occurred or are being proposed. The review process is carried out jointly by manager and employee and you are therefore expected to participate fully in such discussions. In all cases, it is our aim to reach agreement to reasonable changes, but where it is not possible to reach agreement, we reserve the right to make reasonable changes to your job description which are commensurate with your grade after consultation with you.

June 2024

Faculty of Business & Law
Lecturer in Marketing and Events



Person Specification

| ESSENTIAL | DESIRABLE |
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| <p>ACADEMIC/PROFESSIONAL QUALIFICATIONS</p> <ul style="list-style-type: none"> • Degree plus • PhD or Professional Doctorate or near completion within the first 18 months of employment | <ul style="list-style-type: none"> • Higher degree or relevant professional qualification in subject discipline at post-graduate level • PG Certificate in Learning and Teaching HE (PG Cert) • Fellow of HE Academy |
| <p>EXPERIENCE</p> <ul style="list-style-type: none"> • Experience of working in a customer service environment • Successful teaching experience at HE level and/or relevant commercial and/or professional experience | <ul style="list-style-type: none"> • Course and curriculum design • Proven record of Research output and Publications • Research and/ or consultancy in come generation |
| <p>KNOWLEDGE/SKILLS</p> <ul style="list-style-type: none"> • Excellent written and oral communicationskills • IT literate with a sound knowledge of Microsoft Office • Ability to think innovatively • Ability and willingness to develop personal research/consultancy profile • Ability to meet deadlines, sometimes under pressure • Ability to contribute to curriculum development | |
| <p>PERSONAL QUALITIES/DISPOSITION</p> <ul style="list-style-type: none"> • Ability to work co-operatively as part of a team • Enthusiastic and flexible approach • Good interpersonal and negotiating skills • Commitment to our values • Willingness to contribute to the collective life of the faculty • Customer focussed | |

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| <p>OTHER</p> <ul style="list-style-type: none">• Understanding of the external environment in which we operate• Commitment to own continuous personal and professional development• Able to travel, as required by the job• Committed to equality and diversity, our Health and Safety policies and procedures and our University's values• Compliance to Data Protection Act 2018 and GDPR principles/ requirements | |
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